

# Leavey School of Business



## MBA Concentration:

Santa Clara's MBA program is designed to develop leaders with a broad business, economic, and social perspective. To complete the Food Entrepreneurship concentration there are **three required classes**:

### Food Industry Management: MGMT 3540

Focus on key issues and management decisions necessary to effectively lead food and agribusiness firms in the competitive, global food system. Includes topics on the principal regulations and regulatory bodies governing the food industry, food safety and crisis management, ethical issues in food production and distribution, and resource and environment issues.

### Strategy Development of Food and Beverage Industries: MGMT 3541

Analyzes strategic options facing food and agribusinesses worldwide. Emphasizes understanding industry segments and value chains, food branding strategies, and new product development. Particular attention is placed on innovation in AgTech and FoodTech. Teams prepare case analyses for presentation to the class.

### Global Food, Startup Culture, and Climate Change: A Look Forward: MGMT 3543

Examines startup culture, the evolution of consumer packaged food goods, and its influence on the environment. Units include a history of global food, the emergence of alternative proteins, cellular agriculture, functional proteins, and other biotechnology that is the basis for a new century of food and consumer innovation. Students will conceive of and present companies and learn to build brand.

## Center for Food Innovation and Entrepreneurship

The Center for Food Innovation and Entrepreneurship (CFIE) is an integral part of the Leavey School of Business. Since its inception in 1973, the Center has graduated more than 1000 MBA students, many of whom now hold important management positions in food business firms as well as government agencies throughout the United States and the world.

CFIE offers a concentration in **Food Entrepreneurship** which combines a fully accredited MBA degree with an emphasis in food innovation, entrepreneurship, strategy and management.

- Students can engage in a range of opportunities including internships, international case study competitions, events, field trips, and networking.
- SCU is uniquely positioned to offer educational and career opportunities in food innovation and entrepreneurship. SCU is strategically located in Silicon Valley, approximately an hour away from the agriculturally-rich Salinas and Central Valleys as well as California's Napa and Sonoma wine regions.



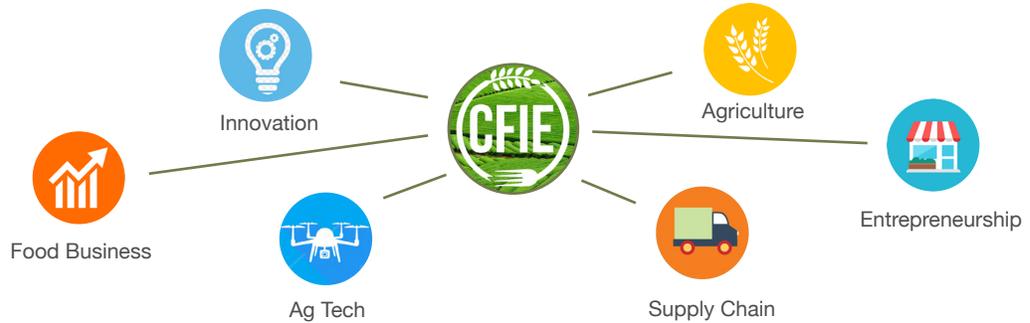
*"There is no bigger industry on our planet than food and agriculture, with a consistent, loyal customer base of 7 billion. In fact, the **World Bank** estimates that food and agriculture comprise about 10% of the global GDP, meaning that, **food and agriculture would be valued at about \$8 trillion globally based on the projected global GDP of \$88 trillion for 2019.**"*

*Ingrid Fung, TechCrunch, The present and future of food tech investment*

## Financial Aid

CFIE awards up to **\$170,000** per year in financial aid and a maximum of **\$12,000** to students pursuing the concentration. The application can be accessed at [scu.edu/business/cfie/](http://scu.edu/business/cfie/).

# Food Entrepreneurship Concentration



“This concentration empowers those who desire to make a real impact in the food industry. Students who complete the concentration will be able to: 1) identify key issues in the global food industry, 2) provide complex business recommendations through case analyses, and 3) create and articulate innovative solutions for an ever-changing and perishable supply chain.

**Erica Riel-Carden**, Principal, Global Capital Markets, Inc., JD '15

“SCU's concentration in Food Entrepreneurship shines a light on the opportunities and importance of improving the environmental, human and social health of the food system. Students will learn about the intricacies and complexity of the food industry and supply chain that represents more than a trillion-dollar market and feeds every person in the nation.

**Peter Herz**, General Partner, 1st Course Capital, Co-founder & CFO, Foodsystems6



## IFAMA Case Study Competition

MBA students can join SCU's award-winning case study team as part of the International Food and Agribusiness Management Association (IFAMA) annual conference. Students solve realistic business challenges and real-world issues and compete against teams from around the globe.



“IFAMA 2018 in Buenos Aires was a fantastic experience. From the preparation, team building, faculty relationships, culture, and global networking; this opportunity was a great experience to test our skills on a global stage. I can't thank CFIE enough for this great learning opportunity.

**George Borden**, E-Commerce Sales Manager, E. & J. Gallo Winery, MBA '19

### Contact Information

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